GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:977
ANSWERED ON:29.04.2016
Sale of Slots on DD
Birla Shri Om

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the amount spent by the Doordarshan for acquiring programmes in the last three years;

(b) whether the Government is considering on sale of slots for programmes by professionals on Doordarshan;

(c) if so, the details thereof; and

(d) the revenue likely to be earned from sale of slots on the shows acquired for broadcasting?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)

(a): Prasar Bharati has informed that the amount spent by Doordarshan for acquiring programmes in the last three years is as under:-

(Rs. in Thousand)

YEAR	Total Exp.
2013-14	965223
2014-15	710210
2015-16	1085185

(b) & (c): Yes, Madam. Prasar Bharati Board in its 127th meeting on 17th June, 2015, advised DD to proceed with an alternative policy by opening-up prime slots for sale. Accordingly, DD proposed a Slot Sale policy, so that genuine external and creative professionals can mount their programmes on DD Channels through slot purchase. In this scheme DD would stop financing production through "Pay Out" modes and instead have Revenue assurance in the form of a slot fee. The policy envisages that producers are made stake holders in the Scheme. They would invest in the content and recover the same from the market through sale of associated commercial time. In such a situation, market forces would ensure that high quality standards are maintained for the content mounted. It will provide a platform to DD to partner with the best content developers for improved viewership and financial health. The slot policy has been designed in a way that it stands the test of probity and total transparency at all points.

(d): Doordarshan is anticipating higher side of revenues from Sale of Slots.

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